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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application Number : 10/748,682 Confirmation No.: 1976  
Applicant : Koningstein  
Filed : 12/31/2003  
Title : System and Method for Delivering Internet Advertisements that  
Change Between Textual and Graphical Ads on Demand by a User  
TC/Art Unit 3621  
Examiner: : Unknown  
  
Docket No. : 64557.000016 (GP-186-00-US)  
Customer No. : 21967

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Sir:

In accordance with 37 C.F.R. §§ 1.97 and 1.98, and in compliance with the duty of disclosure set forth in 37 C.F.R. § 1.56, applicant is submitting herewith the attached Form PTO-SB/08A listing references for consideration and to be made of record herein by the U.S. Patent and Trademark Office in the above-captioned application.

Consideration of the foregoing plus the prompt return of a copy of the enclosed Form SB/08A with the Examiner's initials in the left column in accordance with MPEP 609 are respectfully requested.

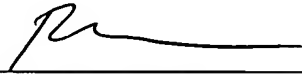
In accordance with 37 C.F.R. § 1.97(b), this Information Disclosure Statement is being submitted prior to a first Office Action on the merits. Therefore, it is believed that no fee is required for consideration of this information. However, in the event any fee is deemed

necessary, the Commissioner is authorized to charge the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

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By:



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Dated: November 14, 2005

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

<b>Application Number</b>	<b>10/748,682</b>
<b>Filing Date</b>	<b>12/31/2003</b>
<b>First Named Inventor</b>	<b>Koningstein</b>
<b>Art Unit</b>	<b>3621</b>
<b>Examiner Name</b>	<b>Unknown</b>
<b>Attorney Docket Number</b>	<b>64557.000016 (GP-186-00-US)</b>

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**U.S. PATENT DOCUMENTS**

*Examiner Initials	Cite No.	DOCUMENT NUMBER Number - Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		5,636,346	06-03-1997	Saxe	
		5,724,521	03-03-1998	Dedrick et al.	
		5,845,265	12/01/1998	Woolston	
		5,918,010	06/29/99	Appleman et al.	
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		2002/0038282	03-28-2002	Montgomery	
		2002/0046104	04-18-2002	Kaddeche et al.	
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		2005/0223002	10-06-2005	Agarwal et al.	
		2005/0222989	10-06-2005	Haveliwala et al.	

**FOREIGN PATENT DOCUMENTS**

*Examiner Initial	Cite No.	FOREIGN PATENT DOCUMENT	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	TRANSLATION
		WO 0038074	06-29-2000	Kay et al. (electronic copy on enclosed CD)		
		WO 2004/042525	05-21-2004	Donovan et al. (electronic copy on enclosed CD)		
		EP 1026610 A2	08-09-2000	Del Sesto (electronic copy on enclosed CD)		

**OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS**

*Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	TRANSLATION
		Google Introduces New Pricing For Popular Self-Service Online Advertising Program, <a href="http://www.google.com/press/pressrel/select.html">http://www.google.com/press/pressrel/select.html</a> , p. 1-2, dated February 20, 2002, printed on 7/29/03. (electronic copy on enclosed CD)	
		Collection of pages from <a href="http://www.overture.com">www.overture.com</a> , printed on 7/29/03. (electronic copy on enclosed CD)	
		Collection of pages from <a href="http://www.findwhat.com">findwhat.com</a> , <a href="http://www.findwhat.com">http://www.findwhat.com</a> , printed on 7/29/03. (electronic copy on enclosed CD)	
		Collection of pages from <a href="http://www.sprinks.com">Sprinks.com</a> , <a href="http://www.sprinks.com">http://www.sprinks.com</a> , printed on 7/29/03. (electronic copy on enclosed CD)	
		Collection of pages from <a href="http://www.kanoodle.com">Kandoodle.com</a> , <a href="http://www.kanoodle.com">http://www.kanoodle.com</a> , printed on 7/29/03. (electronic copy on enclosed CD)	

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		Collection of pages from Google Advertising, <a href="http://www.google.com">http://www.google.com</a> , printed on 7/29/03. (electronic copy on enclosed CD)		

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